



Dear California Commissioners: Outreach 'Lessons Learned'

OCTOBER 7, 2020

CONNIE MALLOY
CRC COMMISSIONER & ROTATING CHAIR
2011 CYCLE

Lesson #1

Organize the Commission's outreach & operations to reflect your shared mission and values.

Lesson #2

Most of us don't care about redistricting...
until it helps or hinders something we DO care about –
or someone we trust says it's important.

Lesson #3

Every Californian's voice matters;
seek out and welcome them all.

Lesson #4

Be rigorous in synthesis.

What's there?

What's missing?

Lesson #5

Work the networks:

community-based organizations, business
associations, public entities, philanthropy...

the list goes on.

Lesson #6:

Go broad statewide, deep in key regions.

Census data only tells part of the story...

particularly mid—COVID.

Lesson #7

Use technology as an outreach tool,
NOT an outreach strategy.

Lesson #8

Make decisions based on shared, transparent
analysis of the outreach inputs.

The public deserves to see how their voices shape your maps!

In closing...

Let's not make CA's CRC a one-hit wonder.

Cheers to you, as you navigate round two!

Contact Info:

Connie Malloy,

recovering CA Citizens Redistricting Commissioner & Consultant

Chief Executive Officer, Panta Rhea Foundation

conniemalloy@gmail.com